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To: Summit Downtown, Inc. Board of Trustees
From: Tony Melchionna
Date: June 25, 2014
Re: Summit Downtown, Inc. Board of Trustees
June 25, 2014

Members Present: Chris Cotter, Ellen Dickson, Gregory Drummond, Annette Dwyer, Toni George, Rich Lorenson, Tony Melchionna, Kevin Smallwood, Susan Taylor, Robert Weakley, Beth Welsh, Kathryn Werlein, Marin Mixon (staff) and Rose Crosby (staff).

Guests: Dr. Robert Rubino – President, Common Council
Valerie Olpp – Vice President, Peapack-Gladstone Bank

Tony Melchionna called the meeting to order at 8:04am.

APPROVAL OF MINUTES – Tony Melchionna

Tony Melchionna asked if there were any additions, changes or corrections to the May 2014 minutes. Annette Dwyer asked there be changes made to the Vision Committee section and Rose Crosby, on behalf of Sandy Lizza, requested a change to that section as well. Tony Melchionna made a motion, seconded by Gregory Drummond to accept the amended May 2014 minutes and the motion passed unanimously.

Chairpersons Report – Tony Melchionna

Historical Plaques

Tony Melchionna introduced the proposed Historical plaque cost and placement in downtown. He explained the plaques are for the downtowns' National Historical District honor designation by the National Park Service US Department of the Interior. Marin Mixon then further explained where the plaques would go in town (at the "gateways" into downtown – 3 in total), what it will say (verbiage), and the type of material they will be made out of. The plaques would cost SDI a total of \$5,580. Tony said the plaques are a great idea for the downtown as they represent a national honor. Toni George asked where exactly the plaques would go and who would decide – on public or private property. Marin explained the plaques will be on public property. Beth Welsh asked how people will be able to navigate around the signage, if they are placed on the sidewalks, for example. Toni also asked where the funding would be coming from, if this is something the Historical Society would be able to pay for. Marin explained SDI has been asked, by the Summit Preservation Committee, to cover the cost of the plaques. Kathryn Werlein then brought up two concerns – one, the concern of inconsistent signage in downtown and asked if these new signs are being considered in the grand

scheme of signage and, two, asking if the money can be better spent on something more pressing like the crosswalks. Kevin Smallwood replied to Kathryn's first concern by mentioning the historic designation plaques should be a bit different than other signs and how the payment and placement of the plaques ties directly into the mission SDI. Tony agreed saying it's a one-time cost. Major Ellen Dickson mentioned having "sign envy" with the neighboring towns and how Summit should have these signs for our designation but asked if the verbiage for the one near the train could be different. Gregory Drummond and Chris Cotter commented how the plaque placement would have to go through the Building and Grounds Committee and then to Common Council before being placed. Robert Weakley made a motion to approve the purchase of the plaques seconded by Kevin and the was motion passed.

Crosswalks

Tony informed every one of the plans to refurbish the downtown crosswalks. (After meeting with Beth Kinney about the plans, they were able to expedite the timing.) The first replacement crosswalk will be put in at the intersection of Springfield Avenue and Beechwood Road Thursday, June 26th – Annette Dwyer asked for clarification on the SDI funds via the SID tax and how the crosswalks are being paid for. She asked if SDI is the sole funder of this project and if the City can get money elsewhere. Chris Cotter confirmed there is \$150,000 city dollars allotted to pedestrian safety and that the funds from SDI are helping the process. Kathryn Werlein argued the crosswalks aren't just for pedestrian safety but should be a priority for SDI because of their role in streetscape and downtown attractiveness.

COMMITTEE/PROJECT REPORTS

FINANCE – Marin Mixon on behalf of Lori Dahl

Marin Mixon confirmed on behalf of Lori Dahl SDI's financials are in-line with the projections. The SDI 2014 budget was approved by the Common Council in May. The Clean Community Grant funds – approximately \$35,000 – have been received by the City and SDI should be getting a check shortly. Marin also mentioned SDI's auditor, Kathy Clayton, is currently reviewing everything and will attend the next Board meeting in July.

Gregory Drummond, after reviewing the financials in the Board packet, mentioned a questionable line item – Payroll Services – was budgeted at \$84 but cost \$3,533.53. Marin confirmed she will double check.

Lori will be holding Finance meetings on either July 1 and July 15 depending on the committee's availability.

Kevin Smallwood made a motion seconded by Kathryn Werlein to accept the May 2014 financials and the motion passed unanimously.

MARKETING & EVENTS – Kathryn Werlein

Kathryn Werlein discussed recommendations for Street Fairs. After collecting quantitative data from merchants in town, she that recommends SDI continue to hold annual Street Fairs – two in total. She also presented the edited SDI response to the Burgis Report. She said the report still needs more information, particularly, information about Summit's demographics. Ellen Dickson mentioned the Summit schools have extensive demographic studies. Beth Welsh mentioned that demographics not

just for Summit are needed but other towns to give allure to potential business owners. Annette Dwyer discussed while the insight from the Focus Groups (organized by SDI and Amy Cairns) is helpful, she wanted to know why SDI is giving a response to the report, and, if requesting information would go beyond the deliverable provided by Burgis. Kathryn clarified that actions requested by the response should be kept within the deliverable/scope of the report and nothing extra. Marin Mixon clarified that both the Mayor and Common Council requested feedback from SDI. Robert Rubino also mentioned that the report only contains some of the information gathered by Burgis and that SDI should be able to get all the data, if Burgis has it. There was further discussion about different sections of the SDI response to the downtown study. Tony Melchionna then suggested everyone submit their comments about the SDI response so it can move forward. Annette suggested SDI handle the response by looking at the suggestions made by the downtown report, prioritize initiatives (create budget and get approved), then bring to Common Council for approval.

Tony motioned for a special meeting dedicated solely to SDI's response to Burgis. Robert Weakley seconded. Marin Mixon said she will schedule it in about two weeks.

BY-LAWS UPDATE – Susan Taylor

Susan Taylor is holding a meeting to discuss the by-law changes more thoroughly on Tuesday, July 8 at 8am at her office on 13 Beechwood Road, 2nd floor.

RECYCLING – Rose Crosby

Rose Crosby gave an update from the Recycling Advisory Committee meeting held on June 5, 2014. She discussed the plans to make a more permanent structure for Summit's Free Market. She also mentioned proposing paper pick-up in conjunction with the daily cardboard pick-up in downtown. She proposed a pilot at the SDI office (18 Bank Street) to Paul Cascais from the City and is currently waiting to hear back about potential start dates. Annette Dwyer asked about paper pick-up for offices with confidential, shredded paper. Rose said details of the pick-up process are still being worked out as the pilot hasn't begun.

PARKING – Rich Lorenson/Robert Weakley

Rich Lorenson gave an update from the most recent SPAC meeting. He said 6 of lots in downtown (Bank Street, Tiered Garage, Broad Street, Broad Street East, Post Office and K Lot) will be getting new machines (9 meters total). There is hope that after the City receives positive feedback from the new, easy-to-use machines. Rich mentioned all of the machines in town will be replaced. He mentioned there is also hope to replace all the street meters as well. Kevin commented while the machines may be easy to use, people don't do well with change and asked if there will be attendants to assist during the process. Rich confirmed there will be attendants to help. Marin inquired about employee pricing in lots – Rich said payment rates are on SPACs radar. Kathryn Werlein asked for clear and concise signage and Rich confirmed the next SPAC meeting will be focusing on signage for the new machines.

MONTHLY REPORT – Marin Mixon

Marin Mixon reported a 95% occupancy rate for downtown, despite losing Stahl, The Square Yard and The Luggage Center. Coming soon to downtown: Greek Grill and Momentum (cycling studio) and Photo Op. She also mentioned the request to Common Council for free parking on Saturday,

November 29 (after Thanksgiving) which would give downtown 4 free days of parking. She mentioned the July 9th seminar hosted by SDI about social media/email marketing as well as the visit to Haddonfield made by her, Ellen Dickson and Kathryn.

COMMON COUCIL – Gregory Drummond

Gregory mentioned how Common Council voted against the ordinance for the by-laws changed as it is not finalized and how green caps have been placed on the sidewalks noting where restaurants are able to put outdoor seating. A question was asked about when Morris Avenue was slated to be replaced – Ellen Dickson mentioned how 9 utility pieces need to be signed off on by NJ Transit and how she has been told it's SAFE.

SUBURBAN CHAMBER OF COMMERCE – Beth Welsh

Beth Welsh noted First Fridays are doing well and continue to be a great networking opportunity. She also brought up the 95% occupancy rate mentioned by Marin Mixon earlier is misleading as that is only retail not upper floors. She said how it's important for SDI to promote Summit as a great place to have business and showed an example of an ad one of her tenants did in a local program. Kathryn Werlein mentioned how businesses play a huge role in the town brand. Annette Dwyer mentioned the cause and effect of occupancy rates and how the events hosted by SDI should be considered "retention strategies" as they drive traffic into town. Chris Cotter mentioned how events like Cars & Croissants are an excellent example of such an event that drives people into Summit from all over – surrounding areas and even out-of-state. With that, he mentioned how Summit's brand is already being developed by "others" as reflected in the types of businesses that choose to be in downtown.

NEW BUSINESS

Gregory Drummond recommended the possibility of acquiring the Main Street designation be added to the next agenda.

Kevin Smallwood made a motion to adjourn the meeting, seconded by Tony Melchionna.

The next Trustee meeting is July 30, 2014